



Tom Barrett
Mayor, City of Milwaukee

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Milwaukee Shines!

City Lands \$200,000 to Advance Solar Energy

Grant comes as Sierra Club Praises City's Green Leadership

MILWAUKEE – Milwaukee has been designated a 2008 Solar America City by the U.S. Department of Energy, and will receive a \$200,000 grant through an effort called ‘Milwaukee Shines!’ to advance solar energy in the City.

The grants total \$2.4 million and have been awarded to 12 American cities through the U.S. DoE's Energy Solar America Initiative. Solar America Cities are chosen for their commitment to expand use of solar technologies in their municipalities. The project aims to make solar electricity cost-competitive with conventional forms of electricity by 2015.

“I am proud that Milwaukee's commitment to energy conservation and cutting-edge technology has earned our City this impressive grant, and I am excited for the growing solar industry's potential to create new, good-paying jobs for Milwaukeeans,” said Mayor Tom Barrett. “I envision Milwaukee as a national leader in environmental protection and groundbreaking advancements, and our designation as a 2008 Solar America City continues that mission.”

The grant will also include hands-on assistance from technical experts to help Solar America Cities integrate solar technologies into city facilities and energy planning. Experts are available to assist Solar America Cities in streamlining local regulations and practices, like zoning and building codes, to help residents and businesses adopt solar technologies. They can also help the cities develop solar financing options and incentive programs, and educate residents and local businesses on the benefits of solar power.

Milwaukee's designation as a 2008 Solar America City comes on the heels of the City earning recognition from the Sierra Club for its commitment to energy conservation and the good jobs that clean energy and strong environmental policies can create.

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The Sierra Club touted Milwaukee's green leadership in its national clean energy advocacy effort called Power 2 Change, which seeks to educate the public about environmental issues.

"I have worked to make environmental protection a priority of my Administration, and I am proud that these efforts have earned praise from a group whose name is synonymous with environmental protection," said Mayor Tom Barrett.

Specifically, the Sierra Club hailed Milwaukee's commission of the 'Green Team' to study smart energy development policies and stimulation of a green economy. Mayor Barrett convened the 'Green Team' shortly after he was first elected, and he later created the Office of Environmental Sustainability, a cabinet-level department to strengthen Milwaukee's environment and improve the City's quality of life

The Sierra Club also applauded Milwaukee decision to sign the U.S. Mayors Climate Protection Agreement in 2006, increase energy efficiency in Municipal departments, and implement green technology in City buildings and initiatives.

In addition to directing City departments to reduce energy use by 15% by 2012, Mayor Barrett has made the Municipal vehicle fleet greener with the introduction of hybrids and use of alternative fuels, directed City departments to reduce stormwater runoff from City facilities by 15%, and taken the lead in championing the protection of the Great Lakes by fighting for the Great Lakes Compact.

The Sierra Club is America's oldest and largest grassroots environmental organization, and is comprised of 1.3 million members dedicated to protecting the planet.